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jc:690 U.S. PTO
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Box Patent Application
Commissioner of Patents and Trademarks
Washington, D.C. 20231

Dear Sir:

Transmitted herewith for filing is a patent application as follows:

Inventors: Yakov Kamen and Leon Shirman
Title: Method for Using Banner Advertisements During Commercial
Breaks
Docket: isurfTV11

Also enclosed are:

3 sheets of informal drawings
3 pages of Declaration
1 page Statement Claiming Small Entity Status
1 check for \$1022.00
1 return receipt postcard

CLAIMS AS FILED

| | <u>Claims</u> | <u>Extra Claims</u> | <u>Rate</u> | <u>Additional Fee</u> |
|--------------------|---------------|-------------------------|-------------|---------------------------|
| Total Claims | 48 | 28 | \$9 | \$252 |
| Independent Claims | 13 | 10 | \$39 | \$390 |
| Basic Fee | | | | \$380 |
| Total: | | | | \$1022 |

Enclosed is a check for \$1022.00. Please credit any overpayment, or charge any underpayment, to deposit account 500794.

This transmittal letter is being filed in triplicate.

Respectfully Submitted,

Kenneth E. Leeds
Kenneth E. Leeds
Reg. No. 30,566

Express Mail Label No.:
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**STATEMENT CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9(t) & 1.27(c))--SMALL BUSINESS CONCERN**

Docket Number (Optional)
isurftv11

Applicant/Patentee/Or Identifier: **Yakov Kamen and Leon Shirman**

Application or Patent No.:

Filed or Issued: **Herewith**

Title: **Method for Using Banner Advertisements During Commercial Breaks**

I hereby state that I am:

- the owner of the small business concern identified below;
 an official of the small business concern empowered to act on behalf of the concern identified below;

NAME OF SMALL BUSINESS CONCERN: **isurftv**

ADDRESS OF SMALL BUSINESS CONCERN: **1975 El Camino Real West, Suite 307
Mountain View, CA 94030**

I hereby state that the above identified small business concern qualifies as a small business concern as defined in 13 CFR Part 121 for purposes of paying reduced fees to the United States Patent and Trademark Office. Questions related to size standards for a small business concern may be directed to: Small Business Administration, Size Standards Staff, 409 Third Street, SW, Washington, DC 20410.

I hereby state that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention described in:

- the specification filed herewith with title as listed above.
 the application identified above.
 the patent identified above.

If the rights held by the above identified small business concern are not exclusive, each individual, concern, or organization having rights in the invention will be responsible for the payment of any fees or maintenance fees due after the date on which status as a small entity is no longer appropriate under 37 CFR 1.8(e). If that person made the invention, or by any concern which would not qualify as a small business concern under 37 CFR 1.8(d), or a nonprofit organization under 37 CFR 1.8(e).

- Each person, concern, or organization having any rights in the invention is listed below:
 no such person, concern, or organization exists.
 each such person, concern, or organization is listed below.

Separate statements are required from each named person, concern or organization having rights to the invention stating their status as small entities. (37 CFR 1.27)

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

NAME OF PERSON SIGNING: **Yakov Kamen**

TITLE OF PERSON IF OTHER THAN OWNER: **EVP of Engineering and CTO**

ADDRESS OF PERSON SIGNING: **19334 Greenwood Dr., Cupertino, CA 95014**

SIGNATURE: **Yakov Kamen**

DATE: **11/24/99**

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1 Express Mail Label No.
2 EK104664621US
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5 METHOD FOR USING BANNER ADVERTISEMENTS
6 DURING COMMERCIAL BREAKS
7
8

Yakov Kamen

Leon Shirman

10 Background of the Invention

11 Present techniques for providing television commercials have several weaknesses.

- 12 1. During television commercials, viewers very often change channels. Unfortunately,
13 this means that the advertiser who is paying to provide the commercials loses its
14 ability to try to sell products to the viewer. This also provides a disadvantage to the
15 viewer, because the program may resume while he is watching something else on the
16 video screen.
- 17 2. Commercials use 100% of the television screen space. This means that commercials
18 can only be shown as interruptions of a TV program. The total time duration of such
19 interruptions are regulated. This defines a potential cap on advertisement revenue.
- 20 3. The viewer cannot choose to avoid viewing commercials unless he or she changes the
21 channel, in which case he or she may miss portions of the main program. Television
22 viewers consider commercials to be an unavoidable payment for watching television
23 programs. It would be desirable to provide a video system in which the advertiser
24 can still appeal to viewers, while permitting viewers to change channels or use their
25 video systems for other purposes, e.g. web surfing or any other unrelated viewing.

1 Summary

2 A video system in accordance with one embodiment of the invention permits an
3 advertiser to provide advertisements in the form of a window or banner on a television
4 screen. In one embodiment, unlike conventional television commercials, the window or
5 banner can be present during a main program. Also, in one embodiment, unlike
6 conventional television commercials, the banner or window can be provided on the
7 viewer's television screen even if the viewer changes the channel or uses his television
8 screen to perform other tasks, e.g. web browse. Accordingly, rather than loosing the
9 viewer completely, the advertiser can continue to try to appeal to the viewer. Also, while
10 browsing, the viewer can follow what is occurring during the broadcast so that he or she
11 knows when the commercials are over.

12 In one embodiment, a special timed banner advertisement can be placed on a
13 regular web page, thus gaining advertising space, and notifying the viewer when the
14 normal program resumes. This notification can be provided in a special field, e.g. in the
15 form of a countdown indicating when the normal program is to resume.

16 In accordance with another aspect of the invention, one or more advertisement
17 windows (typically small windows) are shown on the video screen during a main
18 program. In one embodiment, the location and appearance of these windows can be
19 controlled by the viewer, e.g. using remote control. Thus, the video system of this
20 embodiment permits a broadcaster (or other video data owner) to generate additional
21 revenue for the advertiser by adding commercial material during the main program time.
22 This is in contrast to presently existing commercials, which occupy the entire television
23 screen, and therefore can only be shown during commercial breaks.

1 A video system in accordance with another embodiment of the invention includes
2 a “no overlapping mechanism, during which commercial windows are automatically
3 closed so that a regular full-screen commercial can be shown.

4 In accordance with another aspect of the invention, information is communicated
5 to the broadcaster indicating whether the viewer continues to leave the above-mentioned
6 banners or small windows open on the screen. This information can be sent back to the
7 broadcaster via a wide area network (“WAN”) to which the video system is connected.
8 (The WAN can be the internet.) The broadcaster maintains a file that tracks this
9 information. The viewer can be compensated for displaying the advertisement windows
10 on top of the main program. This compensation can be in the form of money or discounts
11 for products purchased from the advertiser. This compensation can be used to entice
12 viewers to watch commercials that they would otherwise avoid.

13 In addition to gathering data concerning the turning on and off of commercial
14 banners by viewers, a video system in accordance with the invention permits a
15 broadcaster to gather statistical data about main program popularity.

16 In one embodiment, the video system of the present invention is assigned an
17 electronic address. The broadcaster can direct certain advertising banners to specific
18 video systems by communicating the banners to systems having specific addresses. In
19 one example of this embodiment, the broadcaster can direct advertising banners to video
20 systems known to be in a particular geographic location, e.g. a particular town. Thus, a
21 video system in accordance with this embodiment permits the broadcaster to provide
22 advertisements in small localities, e.g. a particular neighborhood. This permits small
23 businesses to buy advertising time during television programs that would otherwise be

1 uneconomical and poorly targeted to the advertiser's potential customers. This also
2 permits the broadcaster to increase its advertising revenue by permitting many different
3 small or local businesses to advertise during broadcasts. In particular, each business can
4 provide advertisements to a different locality during a television program. Thus, small
5 businesses, (rather than larger companies) can afford to advertise during broadcasts.

6 A video system in accordance with the invention also permits an advertiser to
7 design special commercials targeted for customers with specific interests. Thus, if the
8 broadcaster has a database indicating certain preferences of viewers, the broadcaster can
9 provide advertising banners to specific video systems known to be owned by people
10 having specific interests, e.g. an interest in certain sports, types of food or certain types of
11 cultural events.

12

13 Brief Description of the Drawings

14 Fig. 1 illustrates a video screen displaying information with first and second
15 overlay windows for displaying information relating to a video broadcast.

16 Fig. 2 is a block diagram illustrating a video system in accordance with the
17 invention.

18 Fig. 3 is a simplified block diagram of a broadcast system in accordance with the
19 present invention, showing an exemplary set up for timing the overlays.

20

21 Detailed Description

22 Referring to Fig. 1, a video system 1 comprises a video screen 2 that displays
23 video information. Screen 2 can be a CRT screen, a LCD screen, a video projection

1 screen, or other type of screen capable of displaying a visual image. In one embodiment,
2 the video screen can operate in a mode in which it displays a conventional television
3 program, either obtained from an antenna 3, a cable 4 or a satellite dish 5. The television
4 program can be broadcast using NTSC, PAL, SECAM, or other analog or digital
5 television picture communication standard, including but not limited to such as the newly
6 emerging HDTV standards.

7 From time to time, commercials are inserted into the television broadcast, and
8 many viewers use this as an opportunity to switch channels, or use the video system for
9 other purposes, e.g. to surf the internet or watch video information from another source.
10 However, viewers frequently want to know when the commercials are over.
11 Accordingly, video system 1 displays a banner 6 providing an indication of what is being
12 broadcast. For example, if a commercial for a product is being broadcast, banner 6
13 reflects or contains information pertaining to that product. This accomplishes two
14 purposes. First, the viewer has an indication of when the commercial is over. When the
15 commercial terminates, he can change back to the program he was viewing. Second,
16 although the viewer is no longer watching the full commercial, the advertiser can still
17 advertise its message to the viewer within banner 6. Additionally, the sound of both
18 contents may be mixed to allow the user to follow both, or alternatively, the user can
19 select which sound to hear.

20 Frequently, one commercial in a video broadcast is followed by another
21 commercial. Accordingly, as the commercials change, banner 6 changes to reflect the
22 currently broadcast commercial. Thus, each advertiser sponsoring a portion of the
23 broadcast will be able to use banner 6 to advertise its products or services.

1 In one embodiment, banner 6 is associated with a link. In other words, a user can
2 click on banner 6, and this will cause the video system to invoke that link. In one
3 embodiment, the link is to an internet web page. In another embodiment, the link is to a
4 source of information other than an internet web page. For example, the link can be to a
5 page of data provided to video system 1 by the broadcaster of the program. In another
6 embodiment, clicking on the banner will cause video system 1 to revert back to the video
7 program.

8 The image contained in banner 6 is typically provided as part of the television
9 broadcast signal received by video system 1. Data corresponding to banner 6 can be
10 inserted into a portion of the television signal not otherwise used, e.g. one of the retrace
11 or blanking intervals. Since banner 6 does not display large moving video images, the
12 bandwidth requirements for broadcasting banner 6 are minimal.

13 In one embodiment, the location and size of the banner on the video screen is also
14 communicated to video system 1 as part of the video signal. However, in other
15 embodiments, the location and size of the banner is not communicated as part of the
16 video signal.

17 As mentioned above, typically banner 6 is associated with a link, e.g. a URL link
18 to a web page. Thus, if the advertisement associated with the banner is actually of
19 interest to a viewer, he or she can click on the banner. The link information (i.e. the web
20 page URL) can also be communicated as part of the video signal, e.g. during one of the
21 retrace or blanking intervals of the video signal. The web page can contain further details
22 concerning goods and services being advertised, or even permit the user to purchase the
23 goods and services while accessing the web page. In lieu of a URL link, the link can be

1 to a software routine that executes a function, e.g. dialing a telephone to enable a viewer
2 to order merchandise or some other task.

3 The banner and link information can be updated from time to time, e.g. as the
4 commercials change.

5 Also shown on screen 2 is a cursor 8. Cursor 8 can be any shape, or have any
6 appearance. A user manipulates cursor 8 with a control device, e.g. a remote controller
7 comprising a joystick, trackball, mouse, touch pad (e.g. touch pad 11a) or appropriate
8 control buttons 11b. If a user moves cursor 8 to banner 6, a link is invoked
9 corresponding to banner 6. In one embodiment, the link is to a web page. Moving the
10 cursor to banner 6 invokes the link, and information corresponding to the web page is
11 displayed on screen 2. (In an alternative embodiment, one must move cursor 8 to banner
12 6 and click on banner 6 to invoke the link, rather than merely moving cursor 8 to banner
13 6.)

14 In another embodiment, the link is to a data source other than a web page. This
15 data source could be another source of visual information, e.g. another movie or
16 television program, e.g. being broadcast from a RF or cable source. Alternatively, the
17 link could execute application software. Alternatively, the link could result in the display
18 of data from a local data source, e.g. a disk drive, or a non-local data source.

19 In one embodiment, a second banner 10 is provided on video screen 2 that
20 provides a count indicating how long it will be before the commercial is over. This
21 enables a viewer to determine what tasks he or she has time to perform before
22 programming resumes. The information in second banner 10 is communicated, e.g.
23 during one of the above-mentioned retrace or blanking intervals of the television signal.

1 In one embodiment, the time shown in banner 10 is updated from time to time by the
2 broadcaster. In another embodiment, an initial time is provided to video system 1, and a
3 processor within video system 1 counts down from an initial time communicated as part
4 of the video signal.

5 Also shown in Fig. 1 is a third banner 11. For the case of a sporting event, third
6 banner 11 can be game statistics, e.g. the score of a sporting event or other statistics. For
7 example, for the case of a football game, the statistics might be the position of a ball on a
8 football field, the amount of time left in a quarter, etc.

9 While the above-mentioned set of banners can be provided during a commercial,
10 in an alternate embodiment, the banners can be provided during different types of
11 programming intervals. For example, during half time a football game, or between
12 periods in an ice hockey game, a viewer may want to web surf or change channels. The
13 above-mentioned banners can keep the viewer apprised of what is being shown in the
14 main broadcast, so he or she can return to the main broadcast if the half time show is
15 over, or some other interesting event is about to commence.

16 When web surfing, the viewer can choose to look at web pages that are related or
17 unrelated to the program being watched. If the viewer clicks on the advertising banner,
18 in one embodiment, he is directed toward a web page of one or more local merchants,
19 offering products or services such as pizza delivery. Alternatively, the viewer can be
20 directed toward web pages offering products and services of particular interest viewers of
21 the main program, such as NFL clothing and NFL memorabilia.

22 To partially summarize, a method in accordance with our invention allows a
23 broadcaster to provide advertisements and services even if a viewer changes the channel

1 or uses his or her video screen for other purposes. This is accomplished by means of the
2 above-mentioned banner or window that provides those advertisements and links for
3 accessing more information concerning the advertised goods and services, or links which
4 permit the user to purchase those goods and services. In one embodiment, it is left to the
5 viewer if he allows the users to turn off those banners or not.

6 In one embodiment, banner 6 does not contain any moving images. Alternatively,
7 in lieu of a simple banner, a “thumbnail” commercial (i.e. a commercial in a small
8 window region on the screen) may be shown. In yet another embodiment, several small
9 advertising banners can be shown on screen 2. In yet another embodiment, banner 6 can
10 be divided into a set of segments, each segment bearing a symbol that can be clicked on.
11 For example, one symbol might represent a pizza, and a user could click on that symbol
12 to order a pizza from a local vendor, whereas another segment might link the user to a
13 page listing times for other television programs to be shown.

14

15 Description of One Embodiment of Video System 1

16 One embodiment of our invention can be practiced using a PC having the
17 following:

- 18 1. A CPU such as a Celeron or Pentium, e.g. as manufactured by Intel, or a K6/K7
19 processor, e.g. as manufactured by Advanced Micro Devices.
20 2. 24 MB of memory or greater.
21 3. The operating system can be Windows 95, Windows 98, WinCE or Win2000.

22 Fig. 2 is a block diagram of a computer system 50 within video system 1 in
23 accordance with our invention. Referring to Fig. 2, system 50 comprises a CPU 52, e.g. a

1 Pentium II class CPU, comprising a cache memory 52a, a core 52b and an internal bus
2 52c for facilitating communication between core 52b and cache 52a. Core 52b
3 communicates via a CPU bus 54 to a system controller 56. System controller 56
4 communicates with the system memory 58 via a memory bus 60. System memory 58
5 includes a portion that stores system memory programs.

6 Also included in system 50 is a PCI bus 62 for facilitating communication
7 between system controller 56 and I/O devices 64, 66 and disk drive 68. I/O device 64
8 can be any type of I/O device. In one embodiment, I/O device 66 is a video capture card
9 with a driver. Data from the video capture card is either loaded by DMA (direct memory
10 access) or by CPU 52 into a frame buffer, typically within main memory 58. However,
11 the frame buffer may be in other memories within system 50.

12 Graphics controller 70 uses its own local memory 74 to generate and store pixel
13 arrays to be displayed on a video display unit 76.

14 It is emphasized that system 50 is only one example of a system that performs a
15 method in accordance with our invention. Other hardware can be used as well.

16 Stored within a memory within video display system 1 are the locations on screen
17 2 of banner 6. CPU 52 (or other logic hardware within system 1) determines whether
18 cursor 8 has been moved to banner 6, i.e. by comparing the position of cursor 8 to the
19 values stored in memory corresponding to the location of banner 6. (This memory can be
20 memory 58 or another memory within the system.)

21

1 Description of the Broadcast System

2 Fig 3 shows a broadcast network 109 and WAN 115 combination. Such systems
3 are well known in the art, e.g. DirectPC™ or DirectDUO™ provided by Hughes Network
4 Systems, Inc. etc. There is typically a broadcast end side 113, and a receiver side 111
5 including video system 1. Broadcast antenna 145, satellite 137 and satellite receiver
6 antenna 5 form together the broadcast system, in this case a direct satellite system, but
7 other types of broadcast systems, such as cable, RF wireless, and wireless cable (either
8 digital or analog) can be used. The signal broadcast through the system can pass through
9 different types of signal communication channels (e.g. cable, then satellite broadcasting,
10 back to cable, etc.) before being received by the end viewer. However, for purposes of
11 explanation, an embodiment in which the transmission/broadcast system 109 is a simple
12 satellite system is shown in Fig. 3. Also, WAN 115 and broadcast system 109 need not
13 be in one system, but in many cases they are actually not.

14 On the receiver side 111, the key components are broadcast receiver 121 (coupled
15 to satellite dish 5 via a cable 127), network interface (modem) 117 and PC/viewing
16 station/video system 1. Typically, the functions of these components can be partitioned
17 differently. Thus, in some embodiments, rather than using a PC as a generic building
18 block, the broadcast receiver 121, network interface 117 and PC/viewing station 119 are
19 combined into a set-top box, that uses a regular TV as a display device. Network
20 interface 117 is coupled to WAN 115, e.g. as shown schematically by line 118.

21 The two networks 115 and 124 can be of any type, such as a WAN, or in
22 particular the internet (as shown at 124). Network 115 may in some cases be a generic
23 network. In one embodiment, server 129 can insert data into the broadcast stream via its

1 link 153 to uplink server 131, or server 129 can send time sensitive signals via links 118,
2 120 and WAN 115 directly to client system 119. (Uplink server 131 provides the video
3 signal to antenna 145 via cable 155.)

4 In the above-discussed embodiment, the commercials and banners are broadcast
5 to all viewers. However, in another embodiment, specific advertising banners are
6 provided to selected viewers based, for example, on the location of the viewer. For
7 example, advertisements for a particular business may be provided only to viewers near
8 that business. This can be accomplished in any of several ways. For example, in one
9 embodiment, the banners are provided by the broadcaster via WAN 115 to viewers based
10 on the viewers' WAN address. In such an embodiment, each video system 1 has an
11 electronic address. Server 129 has a file listing the addresses of video systems within a
12 particular locality, e.g. a particular town. Thus, advertisements for a store in a particular
13 town can be directed to viewers in that town via WAN 115. A file a memory accessible
14 by server 129 lists the WAN addresses of the viewers in that town, and server 129
15 transmits banners for that store only to the viewers in that town via WAN 115. System 1
16 receives and stores the banner information and displays it on screen 2 as banner 6. Server
17 129 can also provide link addresses (e.g. URLs or other WAN addresses) associated with
18 those banners so that if the viewers click on the banner, they will be directed toward a
19 web page provided by that store.

20 In an alternate embodiment, server 129 can have a database indicating specific
21 interests of different viewers and the address of their video system 1. In this alternate
22 embodiment, server 129 broadcasts to a specific set of addresses advertising information
23 that is expected to be of interest to viewers at those addresses. For example, if the

1 database accessed by server 129 indicates that a certain set of viewers are interested in
2 football, server 129 provides banner advertisements that would be of interest to football
3 fans. If the database indicates that another set of viewers are interested in movies server
4 129 provides banner advertisements that would be of interest to movie fans.

5 In an alternative embodiment, information concerning banner 6 is broadcast via
6 satellite 137 to all viewers along with address information indicating which viewing
7 systems should display that particular banner.

8 As mentioned above, in one embodiment, banner 6 is turned off at certain times to
9 permit the showing of a full screen commercial (or for other purposes). This can be
10 accomplished in one of several ways. For example, the broadcast system can simply
11 cease sending a signal containing banner 6. Alternatively, the broadcast system can send
12 a signal (either embedded within the video signal provided by satellite 137 or via WAN
13 115) instructing video system 1 to turn off banner 6.

14 As mentioned above, in one embodiment the viewer has the option of turning
15 advertising banner 6 on or off. In one version of this embodiment, system 1
16 communicates to server 129 via WAN 115 whether or not a given viewer is keeping
17 banner 6 on. Server 129 keeps track of this information. A broadcaster or advertiser can
18 encourage viewers to keep the banners on by offering various enticements or forms of
19 compensation to viewers who keep banner 6 on. One type of enticement might be
20 monetary, e.g. in the form of payments to the viewer, discounts if the viewer purchases
21 items advertised by video system 1, or discounts in the viewers cable TV subscription.

22 While the invention has been described with respect to specific embodiments,
23 those skilled in the art will appreciate that changes can be made in form and detail

1 without departing from the spirit and scope of the invention. For example, any type of
2 display screen can be used in conjunction with the invention. For example, projection
3 video display screens, LCDs, CRTs or other types of display devices can be used.
4 Similarly, different types of networks or communications media can be used to exchange
5 information between the advertiser and viewer, e.g. optical or electrical cables, phone
6 lines, etc.

7 The information contained in banner 6 can either be received in a television signal
8 or via a network such as WAN 115. In the case in which banner 6 is received in a
9 television signal, video system 1 can contain two tuners so that two television signals can
10 be received simultaneously—one containing the signal including banner 6 and the other
11 containing a program that is currently being watched.

1 We claim:

2 1. A method comprising:

3 displaying a television program on a video screen, said television program

4 comprising a segment;

5 changing the subject matter displayed on the video screen so that the video screen

6 no longer displays said television program, the video screen comprising a window region

7 continuing to display an indication of the television program segment.

8

9 2. Method of claim 1 further comprising modifying what is displayed in said

10 window region when said segment is over.

11

12 3. Method of claim 1 wherein said window region is a banner advertising products

13 and/or services.

14

15 4. Method of claim 1 wherein said window region displays a thumbnail commercial.

16

17 5. Method of claim 1 wherein said segment is a commercial.

18

19 6. Method of claim 5 wherein said window region displays a banner indicative of a

20 product being advertised during said commercial.

21

22 7. Method of claim 1 wherein said changing of said subject matter comprises using

23 said video screen to access the internet.

1
2 8. Method of claim 1 wherein said changing of said subject matter comprises
3 viewing another channel on said video screen.

4
5 9. Method of claim 1 wherein a link is associated with said window region, said
6 method further comprising invoking said link.

7
8 10. Method of claim 9 wherein said link is to a web page.

9
10 11. Method comprising:
11 broadcasting a video program signal, said video program comprising segment;
12 and
13 providing additional signal information to be displayed in a window on a video
14 screen if a viewer of the video program changes the channel or uses the video screen to
15 display information other than said program during said segment.

16
17 12. Method of claim 11 wherein said additional signal information to be displayed is
18 included in a portion of a video signal that does not normally contain visual information.

19
20 13. Method of claim 12 wherein said portion of said video signal comprises a retrace
21 interval or a blanking interval.

22
23 14. Method of claim 11 wherein said segment is a television commercial.

1

2 15. Method of claim 11 further comprising broadcasting information corresponding to
3 a link, said link being associated with said banner so that a viewer can click on said
4 banner.

5

6 16. Method of claim 15 wherein said link is to a web page.

7

8 17. Video system comprising:

9 a screen for displaying a video program;
10 circuitry for receiving a video signal from a first source and displaying said video
11 signal on said screen, said video program comprising a segment, said circuitry also
12 receiving other visual information from at least one other source and displaying said
13 visual information on said screen, said video screen displaying a window indicating that
14 said segment is being provided to said circuitry while said video screen displays said
15 other visual information.

16

17 18. System of claim 17 wherein said video signal is a television program broadcast
18 and said segment is a commercial.

19

20 19. System of claim 18 wherein said video signal comprises a time marker indicating
21 the time duration of said commercial.

22

1 20. System of claim 19 wherein said circuit determines when said commercial is over
2 and thereafter resumes displaying said video signal.

3

4 21. System of claim 17 wherein said other visual information comprises a web page.

5

6 22. System of claim 17 wherein said banner is associated with a link.

7

8 23. System of claim 22 wherein said link is a URL link.

9

10 24. System of claim 22 wherein said banner provides information corresponding to an
11 advertisement being shown in said video signal.

12

13 25. Apparatus for broadcasting a signal comprising:

14 a first transmitting structure providing a video signal broadcast, said video signal
15 comprising a segment; and

16 means for providing information to a video display system corresponding to a
17 window that can be displayed on a portion of a screen if a user elects not to watch said
18 segment.

19

20 26. Apparatus of claim 25 wherein said segment is a commercial.

21

22 27. Apparatus of claim 25 wherein information is communicated in said signal
23 corresponding to a link, whereby a viewer of said banner can execute said link.

1

2 28. Apparatus of claim 27 wherein said link is to a web page.

3

4 29. Apparatus of claim 25 wherein said segment comprises a plurality of
5 commercials, and said banner changes as said commercials change.

6

7 30. A method comprising:

8 providing to one or more viewers a signal containing images for one or more
9 small windows or banners to be displayed on a video screen; and

10 tracking the amount of time the windows are displayed on said video screen.

11

12 31. Method of claim 1 wherein said small windows or banners are provided to video
13 systems as part of a television broadcast.

14

15 32. Method of claim 30 wherein said one or more small windows or banners display
16 advertisements.

17

18 33. Method of claim 32 further comprising compensating a viewer for leaving said
19 one or more windows or banners on said screen based on said tracking.

20

21 34. Apparatus comprising:

22 a transmitter for transmitting a signal containing one or more windows or banners
23 to a set of viewers;

1 a communication channel for communicating whether said one or more windows
2 or banners are being displayed on a video screen; and
3 a memory for tracking whether said one or more banners are being displayed on
4 the video screen.

5

6 35. Apparatus of claim 34 wherein the memory tracks the amount of time said one or
7 more banners are being displayed on the video screen.

8

9 36. A method comprising:

10 displaying a video program on a video screen;

11 displaying one or more small windows or banners on said video screen during
12 said video program; and

13 turning one or more of said small windows or banners on or off to either permit or
14 prevent the viewing of said small windows without disturbing the content being displayed
15 on the rest of said video screen, wherein the turning one or more of the small windows or
16 banners is performed by a viewer.

17

18 37. Method of claim 36 wherein said turning one or more of said small windows on
19 or off is accomplished with a remote control device.

20

21 38. Apparatus comprising:

22 a screen for displaying a video signal;

1 circuitry for causing said image to be displayed on said screen, said circuitry
2 selectively causing small windows or banners to also be displayed on said screen; and
3 a control mechanism for permitting a user to turn said small windows or banners
4 to be displayed on said screen.

5

6 39. A method comprising:

7 providing a video program to a video system, said video system displaying said
8 program on a video screen;

9 providing one or more small windows or banners to the video system during said
10 video program; and

11 causing said video system to turn off said one or more small windows or banners
12 while a commercial is being displayed during said video program.

13

14 40. Method of claim 39 wherein said act of causing is accomplished by ceasing the
15 providing of said one or more small windows or banners to the video system.

16

17 41. Method of claim 39 wherein said act of causing is accomplished by sending the
18 video system a signal causing said video system to cease displaying said one or more
19 small windows or banners.

20

21 42. Apparatus comprising:

22 a broadcast system for broadcasting a video signal containing a video program;

1 first means for providing a signal containing a small window or banner to be
2 displayed on video screens showing said video program;
3 second means for causing the video screens to cease displaying the small window
4 or banner.

5

6 43. Apparatus of claim 42 wherein the second means sends a signal to video systems
7 containing the video screens causing the video screens to cease displaying the small
8 window or banner.

9

10 44. Apparatus of claim 42 wherein the small window or banner contains
11 advertisements, and the second means causes the video screens to cease displaying the
12 small window or banner during commercials.

13

14 45. A method comprising:
15 displaying a video program on a video screen;
16 displaying one or more small windows on said video screen during said video
17 program; and
18 adjusting the position and/or location of said one or more small windows or
19 banners, wherein the position and/or location of the one or more small windows or
20 banners is accomplished by the viewer.

21

22 46. Apparatus comprising:
23 a video screen for displaying a video program;

1 circuitry for receiving a signal corresponding to one or more small windows or
2 banners to be displayed on the video screen; and
3 a control device for permitting a viewer to adjust the size and location of the one
4 or more small windows or banners.

5

6 47. Method comprising:

7 broadcasting a video program;

8 transmitting content for one or more advertising windows or banners to be

9 displayed during said video program; and

10 tracking the amount of time viewers display said one or more advertising

11 windows on video display screens.

12

13 48. Method of claim 47 wherein said tracking is accomplished using an electronic or

14 magnetic memory device.

15

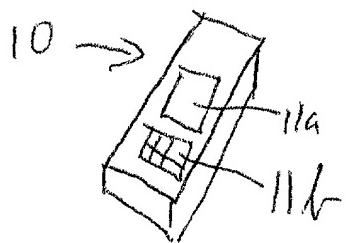
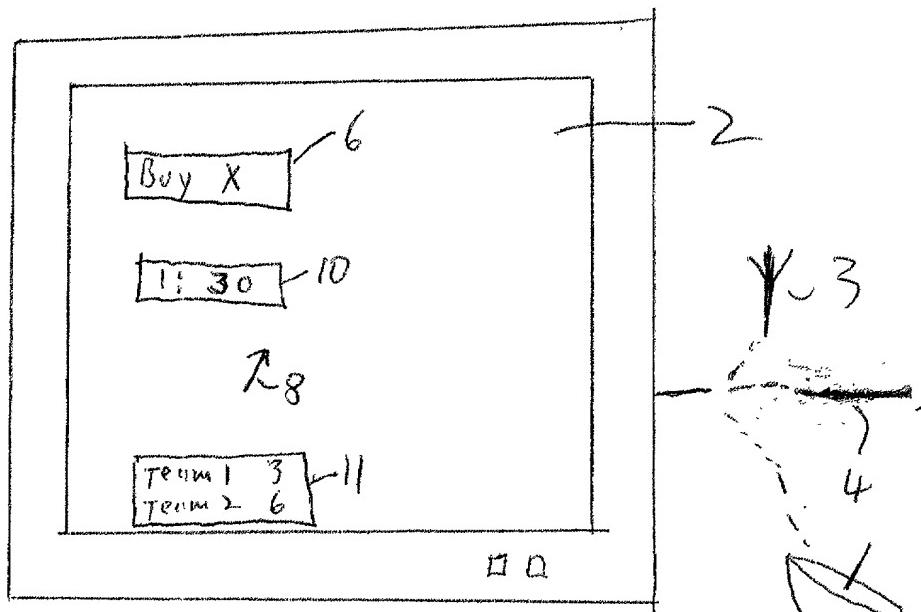
16

17

1 Abstract

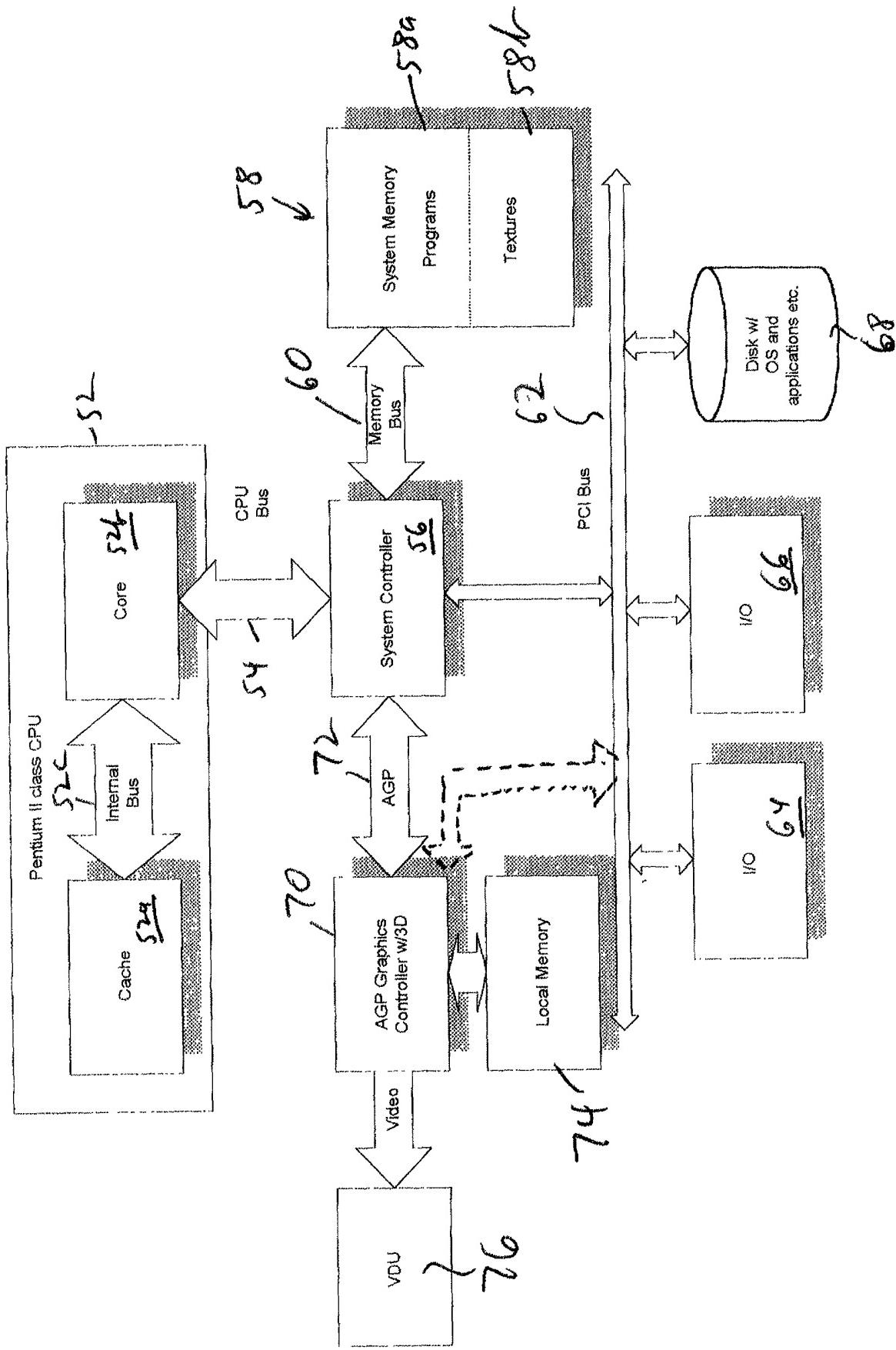
2 Apparatus is provided by which a television viewer can view other images e.g.
3 during commercials or main program. For example, during a commercial, a viewer may
4 channel surf or surf the internet. A banner is provided on a viewing screen while the
5 viewer watches these other images. In this way the advertiser providing those
6 commercials can still reach those viewers who are channel or internet surfing. Also, the
7 banner will indicate to the viewer when the commercial is over and the normal
8 programming has resumed. In another embodiment, during the main program user can
9 activate one or more small commercial windows and position them on the screen based
10 on his preference, e.g. using a remote device. Information is communicated to a
11 broadcaster by the viewer's video system indicating the above-mentioned commercial
12 windows are open on the viewer's screen. When each commercial window is positioned
13 on the screen the viewer receives compensation based on the amount of time the
14 commercial windows are displaying commercials to the viewer. All or part of
15 commercial windows automatically close when a main commercial block starts. The
16 commercial windows automatically open when the main commercial block finishes.
17 In one embodiment, the viewer can turn the commercial windows ON/OFF on his
18 discretion
19

1



F1 (-1)

FIG 2



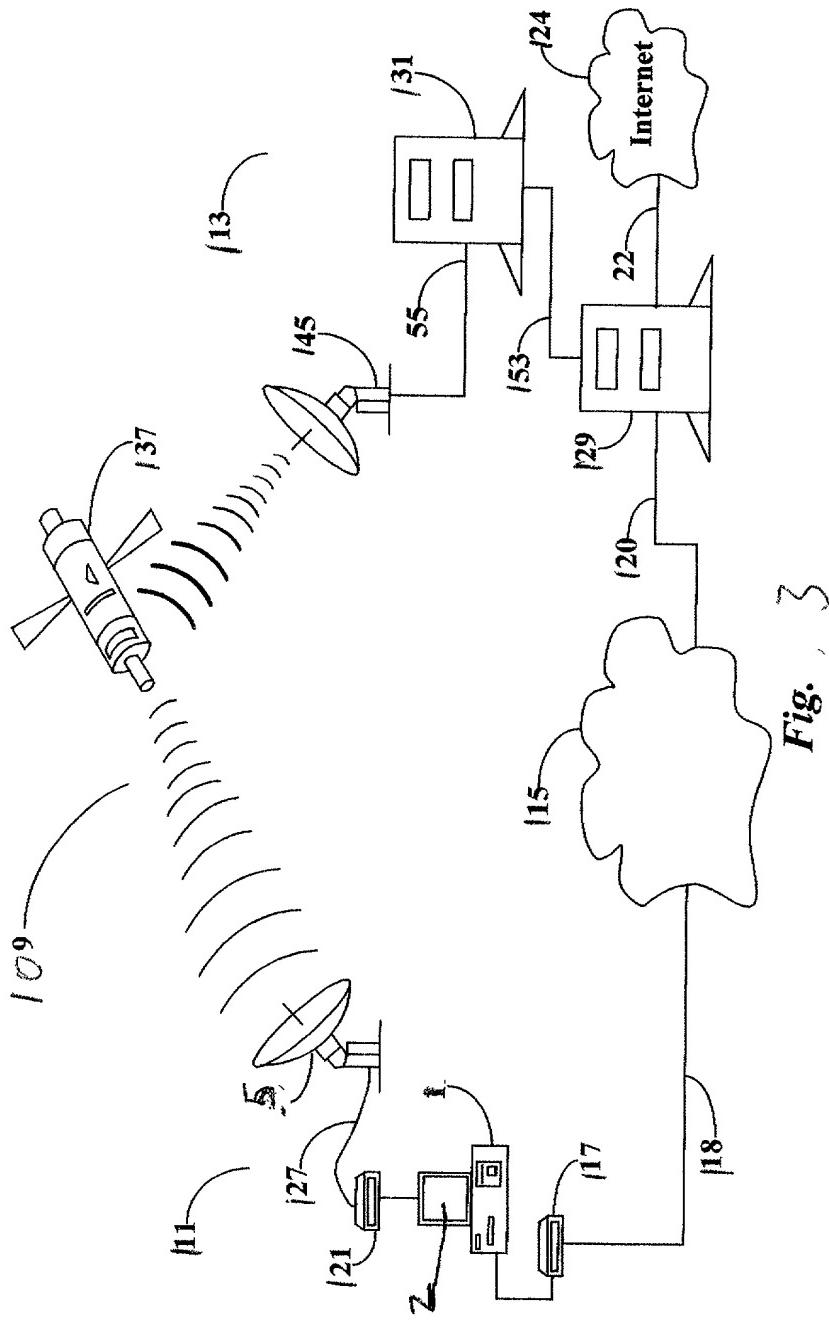


Fig. 3

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**DECLARATION FOR UTILITY OR
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PATENT APPLICATION
(37 CFR 1.63)**

Declaration
Submitted with Initial
Filing Declaration
Submitted after Initial
Filing (surcharge
(37 CFR 1.16 (e))
required)

| | |
|------------------------|-------------|
| Attorney Docket Number | ISURFVII |
| First Named Inventor | Yakov Kamen |
| COMPLETE IF KNOWN | |
| Application Number | / |
| Filing Date | |
| Group Art Unit | |
| Examiner Name | |

As a below-named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**Method for Using Banner Advertisements During
Commercial Breaks**

The specification of which

(Title of the Invention)

is attached hereto

OR

was filed on (MM/DD/YYYY) []

as United States Application Number or PCT International

Application Number []

and was amended on (MM/DD/YYYY) [] (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or any PCT International application having a filing date before that of the application on which priority is claimed.

| Prior Foreign Application Number(s) | Country | Foreign Filing Date (MM/DD/YYYY) | Priority Not Claimed | Certified Copy Attached? YES <input type="checkbox"/> NO <input type="checkbox"/> |
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| [] | [] | [] | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |

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| Application Number(s) | Filing Date (MM/DD/YYYY) |
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| U.S. Parent Application or PCT Parent Number | Parent Filing Date (MM/DD/YYYY) | Parent Patent Number (if applicable) |
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| Name | Registration Number | Name | Registration Number |
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| Kenneth Leeds | 30,566 | | |

Additional registered practitioner(s) named on supplemental Registered Practitioner Information sheet PTO/SB/02C attached hereto.
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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|--|---|-------|------------------------|---------|-------|-------------|----------|
| Name of Sole or First Inventor: | <input type="checkbox"/> A petition has been filed for this unsigned inventor | | | | | | |
| Given Name (first and middle, if any) VK Kamen | | | Family Name or Surname | | | | |
| Inventor's Signature | <i>VK Kamen</i> | | | | | Date | 11/24/99 |
| Residence: City | Cupertino | State | CA | Country | US | Citizenship | US |
| Post Office Address | 19334 Greenwood Dr. | | | | | | |
| Post Office Address | | | | | | | |
| City | Cupertino | State | CA | ZIP | 95014 | Country | US |
| <input checked="" type="checkbox"/> Additional inventors are being named on the <u>1</u> supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto | | | | | | | |

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| Given Name (first and middle [if any]) | | | | Family Name or Surname | | | |
| Leon | | | | Shirman | | | |
| Inventor's Signature | <i>Leon A Shirman</i> | | | | Date | 11/24/99 | |
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| | | | | | | | |
| Inventor's Signature | | | | | Date | | |
| Residence: City | | State | | Country | | Citizenship | |
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| Given Name (first and middle [if any]) | | | | Family Name or Surname | | | |
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| Inventor's Signature | | | | | Date | | |
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